

Project Tasks

The study process consists of two separate phases

- Phase I: Feasibility Review
- Phase II: Implementation Plan.

Deployment of the Implementation Planning phase is contingent upon the successful demonstration of system feasibility during the Feasibility Review phase.

PHASE I: FEASIBILITY REVIEW

Task 1: Site Visits

Purpose: Determine current environment and review technical information needed prior to establishing a system in the defined study area within the Study Area.

Study Area: The project study area includes Graham County, including Pima, Thatcher, Safford, Eden, Fort Thomas, Soloman, Bonita (location of Eurofresh), and San Jose. A detailed study boundary has not been defined at this time.

Approach:

- A. Develop a timeline and budget, as well as identify stakeholders that need to participate in the development of this service.
- B. Review documents or background of efforts to establish transit within the study area.
- C. Identify key stakeholders and establish a technical advisory committee.
- D. Obtain concurrence from TAC on Phase I scope of work and develop revised budget and timetable.
- E. Identify and obtain contact information for key person interviews, groups to target for public meetings and additional public input.
- F. Establish continuity with previous plans, including: review Small Area Transportation Study conducted by ADOT Transportation Planning Division.
- G. Include appropriate stakeholders and key community members in planning for regional transit services.
- H. Obtain information concerning potential ridership, demographic profiles, activity centers, transportation equipment availability and other elements impacting transit operations.

Task 2: Feasibility Review

Purpose: Conduct feasibility review to verify need for transit service and establish community support for transit services within the Study Area.

Approach: A. Prepare a system service profile.

1. Identify key activity centers (shopping centers, business or industrial parks, recreational facilities) and residential centers within the service area to establish potential routes and stops.
 2. Conduct origin/destination analysis within area service profile.
 3. Conduct analysis to provide estimation of transit dependent population based on demographic factors, including employment, population, socio-economic indicators, including welfare to work as well as elderly and disabled population transportation dependence.
 4. Conduct analysis of existing transit/social service transportation services. Identify how current services can be enhanced or incorporated through a process of coordination with any future public transit services.
 5. Develop proposed operating parameters for transit service to facilitate community discussion.
 6. Conduct a minimum of six structured key-person interviews.
 7. Meet with TAC and ADOT staff to review estimated transit needs and discuss/develop service options.
 8. Develop/verify quantitative estimate of ridership.
- B. Develop/Identify Public Support
1. Organize/conduct a minimum of three workshops/public meetings to develop feedback about need for service and input on service configuration.
 2. Establish community understanding of:
 - a. Goals and Objectives
 - b. Service Routes Option
 - c. Ridership Estimates
 - d. Benefits to Community
 - e. Additional Assistance Needed
- C. Modify service options with TAC to respond to input from the community.
- D. Recommendation
1. Based on the needs analyses conducted within Task 2, provide recommendation of whether the needs meet the criteria for the implementation of a public transit system.
 2. Within recommendation, recommend the type of service (fixed route, deviated fixed route, dial-a-ride, etc.) needed to adequately serve the service area population.

PHASE II: IMPLEMENTATION PLAN

Task 1. Develop Preliminary System Operating Plan and Budget

1. Obtain the necessary data from Phase I to define preliminary operating costs to apply for Section 5311 *administrative* grant monies in January 2007.

2. Prepare Section 5311 Application for County to approve by its Board and submit to ADOT in February 2007.

Task 2. Develop Implementation Plan for Study Area.

1. Obtain concurrence from TAC on Phase II scope of work and develop revised budget and timetable.
2. Prepare written plan of action to include major milestones
 - a. Develop System Operating Plan
 - b. Develop System Budget
 - c. Develop strategy for marketing service.
4. Identify days of operation, hours of operation, and draft route.
5. Obtain consensus from TAC on target start-up date and identification of priority tasks to be addressed to support implementation of transit services by October 2008. Supporting implementation items include system maintenance and operations.
6. Incorporate compliance with the rules and regulations associated with the FTA Section 5311 Program.
7. Provide written plan of action to include major milestones.
8. Provide written strategy for marketing service.
9. Provide list of priority tasks for application to FTA Section 5311 Program in January 2008 and implementation of service by October 2008.

Task 3. Final Public Input

1. Organize/conduct a minimum of three workshops/public meetings to capture final feedback regarding service configuration and system schedule produced during Task 1.
2. Review final public feedback with TAC. Modify the system configuration and schedule based on public feedback and TAC concurrence accordingly.
3. Obtain final adoption of Implementation Plan from TAC.

Task 4. Section 5311 Grant Application

1. Prepare Section 5311 Application for County to approve by its Board and submit to ADOT in January 2008.